AuroLead AI

AI-Powered Sales Lead Generation

Turn uploaded sales history into a ranked, explainable list of your best-fit leads — then manage, contact and forecast from a single connected workspace.

A PRODUCT BY AQELORA TECHNOLOGIES

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ONE WORKSPACE, END TO END

Everything a sales team needs to find, score and grow leads

AuroLead AI replaces spreadsheets and disconnected tools with a single AI-powered lead management and sales automation platform: a searchable lead directory, an AI scoring engine that ranks leads against your own sales history, unified communication with automated follow-ups, and statistical sales forecasting — all in one place.

LD

Centralized Lead Directory

Search and filter every lead by country, region, sector, sub-sector, status and dealer type, with instant list or card views and saved filter chips. Dealer and business records come from public sources and are cross-checked against Google Business Profile data.

SC

Lead Scoring Engine

Every lead is scored 0–100 against your uploaded sales data on country, location, product fit and company match, plus an optional market-demand boost — with a full, explainable points breakdown.

360

360° Lead Profiles

Overview, contact details, full communication history and an activity timeline for every lead, plus matched sub-sectors from your own product taxonomy.

CH

Unified Communication Hub

Message, email or call leads and log every Email, Message, Call and Meeting from one inbox-style timeline — compose, reply, search across all of them and keep follow-ups moving.

UP

Sales Data Upload & Validation

Drop in an Excel sales export and AuroLead AI parses, validates and normalizes it — including automatic multi-currency conversion using live exchange rates.

12M

12-Month Sales Forecasting

Statistical forecasting (automatic model selection + Monte Carlo simulation) projects the next 12 months under Conservative, Base and Optimistic scenarios, and flags declining dealers and products.

KPI

Dashboard & KPIs

At-a-glance totals for leads, active leads, countries, regions, and messages sent/received, plus recently contacted and recently added leads.

CT

Company & Team Management

Configure your company's sector and preferred sub-sectors once, then manage teammates with role-based access — Company Administrator, Sales Manager, Sales Representative and Viewer. Each company's data stays isolated from every other customer's.

Built for B2B prospecting

Teams from startups to enterprise sales groups use AuroLead AI to discover potential business customers, find business email addresses and qualify prospects — then focus on the leads that best match their target audience.

THE CORE DIFFERENTIATOR

Know which leads are worth calling — before you dial

Instead of guessing, AuroLead AI compares every lead's declared country, location, products and company identity against the sales data your own team has already uploaded. Product matching understands your industry's sub-sector taxonomy and tolerates typos, spelling variants and partial names (for example, "Ciggarettes" still matches a sold "Ciggarette"), so nothing slips through on wording alone. The result is a single 0–100 Score with a transparent points breakdown for every lead.

COUNTRY	LOCATION	PRIMARY PRODUCT	MORE PRODUCTS	COMPANY	MARKET DEMAND
12 pts	8 pts	50 pts	8 pts	10 pts	+12 pts
Binary match against countries in your sales; USA, U.S.A., US... all recognised	Proportional character-level match strength	Strongest product match vs. what you have sold	Next 2 distinct matches, capped at 8 in total	Dealer / company name vs. the customer on file	Optional boost when product-demand data is available

88 PTS SALES-DATA FIT + UP TO 12 PTS DEMAND BOOST = 100 MAX, ALWAYS EXPLAINABLE

What makes the scoring engine different

- Country, resolved properly — a binary check against every country in your uploaded sales, through a canonical ISO mapping so USA, U.S.A., US, United States of America, UK and UAE are all recognised. Whole-word fallback only, never a bare substring.
- Location, by match strength — character-level partial matching between the lead's region/city and the location on your sales rows, scored in proportion; short or generic overlaps score 0.
- Product fit, by match quality alone — the single strongest match between a lead's products and anything you sold (by sub-sector or partial text) earns up to 50 points, never tied to sales volume or amount. "MCB" lines up with a sold "Miniature Circuit Breaker".
- Additional products, capped — the next two distinct matching products add points scaled by match strength, up to 8 in total. Only the top 3 distinct matches ever count.
- Company, never double-counted — the better of the dealer name and company name fields is matched to the customer on file, never summed.
- Market demand boost, never a shortcut — when a Product Demand dataset is connected, leads whose products and location sit in a strong-demand market gain up to 12 extra points. It can lift a reasonable match but can't turn a lead with no sales-data fit into a high score; without demand data it adds 0.
- Clear tiers, honest gaps — every score maps to a High / Fair / Low tier, and leads with no sales upload or no listed products are flagged rather than silently scored as a 0.

Where you see the score

In the lead directory

Sort and filter every lead by Score and match tier alongside country, region, sector, sub-sector, status and type.

On every lead profile

Open any lead to see its 0–100 score with the full points breakdown behind it — country, location, products and company.

Across your workflow

Reps prioritize calls from the ranked list, and the same uploaded sales data also drives your 12-month forecast.

FROM DATA TO DEAL

How AuroLead AI fits into your sales workflow

1

Upload your sales history

Drop in an Excel sales export; AuroLead AI validates it, normalizes currencies with live exchange rates, and stores it for scoring and forecasting.

2

Leads are scored automatically

Every lead in your directory is matched against that sales data and given a 0–100 Score with a full, explainable breakdown — no manual review needed.

3

Prioritize with filters, not guesswork

Sort and filter by score, country, region, sector, sub-sector, status and type to focus on the leads most likely to convert.

4

Engage from one place

Call, email or message a lead and the full conversation history — plus an activity timeline — stays attached to their profile.

5

Forecast what comes next

Use the same sales data to generate a 12-month forecast across Conservative, Base and Optimistic scenarios, and catch declining dealers or products early.

Why teams choose AuroLead AI

Spend time on leads that matter

Stop cold-calling blind — the Score tells reps exactly why a lead is a good fit before the first call.

One workspace, not five tools

Lead data, communication history, sales uploads and forecasting all live together — no more switching between spreadsheets, inboxes and BI tools.

Decisions you can explain

Every score and every forecast scenario comes with the numbers behind it, so sales and leadership trust what they see.

Built for how your business is organized

Company-specific sector and sub-sector preferences, plus role-based access and per-company data isolation, keep the platform aligned to your org.

“A single connected workflow for managing lead relationships, communication and sales performance.”

— Aqelora Technologies

Ready to see it on your own data?

Request a product demo at auroleadai.in/demo or write to sales@auroleadai.in

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PRICING

Simple plans that grow with your sales team

Every plan includes AI-powered lead management and secure, role-based access. Start with a 7-day free trial — no card required — and upgrade anytime as your team grows.

Monthly prices shown · Save ~17% with annual billing

Most popular

Popular choice

Growth

Best for growing businesses and small sales teams.

₹299 /month

billed monthly

Start Free Trial

- Advanced AI lead scoring
- Analytics and performance reports
- Email and chat support
- Single country access
- 500 accessible leads per month

For professionals

Pro

Best for established businesses and high-volume sales teams.

₹999 /month

billed monthly

Contact Sales

- Single country access
- Analytics and performance reports
- Priority support
- 2,000 accessible leads per month
- Advanced AI lead scoring

Custom solution

Enterprise

Best for agencies, large businesses and organizations with custom needs.

₹2,999 /month

billed monthly

Contact Sales

- Worldwide access to all countries
- API access and integrations
- Custom reporting
- Dedicated onboarding and support
- Analytics and performance reports
- 20,000 accessible leads per month
- Advanced AI lead scoring

Need something custom?

Talk to our team about your volume and requirements.

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SECURITY & TRUST

Can we safely put our business and customer data into AuroLead AI?

Here is how AuroLead AI protects your data today — described plainly, including what we have not yet certified.

Encryption in transit and at rest

- HTTPS/TLS on all production traffic; authentication cookies are secure and never sent over plain HTTP.
- Passwords hashed with Argon2id; session and reset tokens stored only as SHA-256 hashes.
- Database on Supabase (PostgreSQL), encrypted at rest on AWS infrastructure.

Authentication, access control and roles

- Short-lived 15-minute access tokens in httpOnly cookies, with rotating refresh tokens and reuse detection.
- CSRF protection on every state-changing request; account lockout and rate-limited sign-in.
- Role-based permissions; every company's data is tenant-scoped at the query level.

Data storage and hosting

- Application data hosted on Supabase (managed PostgreSQL on AWS).
- Uploaded files, such as sales spreadsheets, sit in access-controlled storage and are never publicly accessible.
- We do not sell or share customer data with third parties.

Data sourcing and verification

- Dealer and business records come only from publicly accessible sources — company websites, dealer locators, public directories.
- Each business is cross-checked against Google Business Profile data (name, address, operating status).
- Records that cannot be verified are flagged for manual review, not auto-published.

Backup, recovery and incident response

- Backups and point-in-time recovery through our hosting provider.
- Code and infrastructure configuration are version-controlled for fast, repeatable recovery.
- Suspected incidents are triaged promptly; affected customers are notified without undue delay.
- Enterprise customers can request backup frequency, retention and recovery-time details.

Vulnerability reporting

- We welcome responsible disclosure from customers and researchers.
- Report concerns to aqelora.tech@gmail.com — we acknowledge promptly.
- Please avoid accessing data that isn't yours and allow reasonable time to respond before public disclosure.

Compliance status — where we are today

We do not currently hold third-party compliance certifications such as SOC 2 or ISO 27001. As the platform grows we plan to pursue certifications relevant to our customers and will update this information as that happens. Enterprise customers can complete a security questionnaire or request additional documentation.

Questions about security? Full details at auroleadai.in/trust · sales@auroleadai.in · +91 (912) 362-8623